

I hope the FCC maintains the current Newspaper/Broadcast Cross-Ownership Prohibition that has been in place since 1975. The market where I live, Charleston/Huntington, West Virginia is considered one media market that ranks 61st in size nationally. This market, like many small markets across the country, is under pressure from outside media conglomerates that would welcome the opportunity to buy Television and Newspaper properties. Merge the news and advertising staff, and create a power broker one-stop shop that would ultimately hurt the consumers of news and likely damage the business of the small advertiser. By pricing, the advertising spots out of the reach of the small businesses in both the newspaper and television.

When the FCC proposes new rules that effect the Newspaper/Broadcast Cross-Ownership, I hope they consider the small markets and leave the ban in effect in these areas. This would protect the small markets, say media sizes greater than 50, and maintain multiple media owners of broadcast and newspapers. This will ensure that we maintain news and editorial choices, competition and diversity, which are essential for an informed population in a free society that demands public input and open debate.

I appreciate you taking the time to consider my comments.